Business Analytics (MS)

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This program is offered by the George Herbert Walker School of Business and Technology and is available at the St. Louis main campus, via Webnet+ and the San Antonio campus.

STEM program

Program Description

Business analytics is the process of transforming data into insights to improve business decisions. The MS in business analytics focuses on developing and applying analysis and analytics skills to fulfill significant needs in the business and marketing field. Data understanding, data visualization, descriptive and predictive modeling are some of the tools used to create insights from data in the business context. Students will integrate business concepts as well as key methods and tools available for modeling, analysis, and solving challenging problems involving business and marketing data.

Learning Outcomes

By the end of the program, students will be able to:

- Understand and critically apply the concepts and methods of business analytics.
- Identify business problem, prepare and implement suitable analytical models.
- Interpret results and possible solutions.
- Identify appropriate courses of action for a given business and marketing situation.
- Create viable solutions to business decision making problems.

Program Curriculum

The 36 credit hours for the MS in business analytics requires the following courses:

Required Courses

- BUSN 5200 Basic Finance for Managers (3 hours)
- BUSN 5760 Applied Business Statistics (3 hours)
- CSDA 5130 Social and Ethical Issues in Analytics (3 hours)
- CSBU 5300 Database Systems for Business Analytics (3 hours)
- CSBU 5320 Data Analytics Foundations for Business Analytics (3 hours)
- CSBU 5340 ERP Systems and Business Transformation (3 hours)
- CSDA 5310 Data Visualization (3 hours)
- CSBU 5420 Machine Learning for Business Analytics (3 hours)
- MRKT 5895 Marketing Analytics (3 hours)
- BUSN 6160 Integrated Business Processes and ERP (3 hours)
- CSBU 6300 Descriptive Analytics and ERP Integration Practicum (3 hours)

Elective Courses

Only one of the following courses may be selected as an elective to fulfill program degree requirements.

- CSSS 5000 Introduction to Cybersecurity (3 hours)
- CSDA 5110 Analytics Programming with R (3 hours)
- ITM 5200 Project Management of Information Technology (3 hours)
  (Note: ITM 5000 is not a requisite course for MSBA students.)

Requisite Course Addition:
BUSN 5000 Business
Note: MSBA applicants who have not completed an undergraduate degree from a regionally accredited university/college and the business school does not possess a business-related accreditation (e.g. AACSB, ACBSP, IACBE, etc.) will be required to take BUSN 5000. It will count as an elective for the MSBA degree program.

Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/apply. Transcripts should be sent from your institution electronically to transcripts@webster.edu. If this service is not available, send transcripts to:

Office of Admission
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119

Additional Requirements

Official transcripts from all previously attended colleges and universities (including community colleges and summer courses).

To be eligible for this program, students must have either:

- Earned an undergraduate degree in Business, Marketing, Computer Science, Statistics, and Economics
  OR
- Completed college level Algebra and Statistics, in the last 5 years, with a B or better in both courses.
- Have work experience that include business, marketing, database, and analytics

It is preferred that students have a business or marketing background.

Advancement to Candidacy

Students are admitted to their graduate program upon completion of all admission requirements. Students are advanced to candidacy status after successfully completing 12 credit hours with a cumulative GPA of 3.0 or higher. In specialized programs, courses required as prerequisites to the program do not count toward the 12 credit hours required for advancement.